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Inside Information

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INSIDE INFORMATION is published for distribution to public affairs and information staff members of the U.S. Department of Agriculture, its agencies, State Departments of Agriculture and Land Grant Universities. Individual items are sent electronically throughout the month to offices on the agricultural information network on the Dialcom Incorporated computer system. These items are then printed at the end of the month for distribution to all offices, including those which do not have access to the Dialcom mail network. Any items, comments or inquiries should be sent to Denver Browning, Editor, Special Programs Division, Office of Information, Room 536A, U.S. Department of Agriculture, Washington, DC 20250, or send to Browning's Dialcom mailbox AGR209, or call at (202) 447-2058. Communicators with USDA agencies, Land-Grant Universities and State Departments of Agriculture are encouraged to submit items to the editor for inclusion in both the electronic and printed versions.

EDITOR'S NOTE: Although timely in the electronic version, some job announcements may reach you too late in hard copy due to the shortness of deadlines. Our policy is to include all electronic items in the end-of-month hard copy.

COOPERATIVE COMMUNICATORS ASSOCIATION OFFERS TRAVEL GRANTS TO COLLEGE STUDENTS

The Cooperative Communications Association (CCA) is offering travel scholarships to college students who would like to attend its annual summer institute in San Antonio, Texas, June 18-21.

For the 12th year, CCA will provide the winning students with an opportunity for interaction with professional cooperative communicators during an intensive 4-day learning session.

The travel scholarships, funded jointly by CCA and a grant from the Mutual Service Fund of MSI Insurance, cover all institute expenses for registration, transportation, lodging, and meals.

Applicants should be juniors, seniors, or graduate students in a professional communications program such as journalism, broadcasting, or public relations. Applicants should also have experience with, or an active interest in farmer or consumer cooperatives.

The CCA institute will provide workshops for both advanced and beginning communicators, and will feature presentations by recognized authorities in the communications business. Awards will be given to winners of the annual writing and photography competition.

For application materials and further details, contact: Donna Foster, CCA Scholarship Chairperson, 2406 Tinnell St., Murfreesboro, TN 37129.

Deadline for applications is April 1.

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USDA'S ECONOMIC MANAGEMENT STAFF ANNOUNCES THREE WRITER-EDITOR POSITIONS

The Information Division of USDA's Economic Management Staff (EMS) has announced three GS-1081-5/7 writer-editor positions available in the Editorial Services Section of the Research Information Branch.

Announcement No. EMS-89-139 has promotion potential to a GS-12; Announcement No. EMS-89-140 has promotion potential to a GS 12, but is a temporary position; and Announcement No. EMS-89-151 has promotion potential to a GS-11.

Duties for all positions include editing reports, rewriting manuscripts to clarify vague or misleading statements, and preparing final camera-copy material.

Qualifications are general experience in administrative, professional, investigative, technical, and other work that has required the ability to analyze data and preset the pertinent facts in written form. Other qualifications include specialized experience in writing or editing articles, speeches, pamphlets, or news releases designed for publication in such media as the daily or weekly press, and general, scientific, technical, or trade magazines.

For further information, contact: Vickie Davis (202-447-6130), EMS, PD, CEB, Room 1415-S, Washington, DC 20250-3500.

Closing date for all positions is March 27.

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USDA'S APHIS HAS A POSITION AVAILABLE FOR A PUBLIC AFFAIRS SPECIALIST

USDA's Animal and Plant Health Inspection Service (APHIS) has an opening for a GS-1035-9/11 (with promotion potential to GS-12) in Media Services, Legislative and Public Affairs.

Responsibilities include planning and preparing information materials on the programs and activities of APHIS, coordinating production of the agency newsletter and special projects, and maintaining effective relationships with broadcast media representatives, trade associations, educational communicators, state and local representatives.

Qualifications include 3 years of general experience which demonstrates applicable ability, and/or a bachelor's degree.

Contact: USDA, APHIS, Field Servicing Office (202-382-1364), Washington Personnel Services, Room 1128-S, P.O. Box 96464, Washington, DC 20090-6464.

Closing date is March 27.

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ANNUAL REPORT-CALENDAR "MAKES A DIFFERENCE FOR MAINE AND ITS PEOPLE"

The University of Maine Agricultural Experiment Station's 104th annual report has been merged with a 12-month calendar to make it a useful, year-round communications tool.

The report is organized by topic rather than academic department to better display the growing interdisciplinary nature of the state's research.

The calendar merged with the summary of the project areas brings the message that the Maine Ag Experiment Station is working throughout the year at "making a difference for Maine and its people."

Anyone interested in getting a copy of the report-calendar may contact Michael Gross, communications specialist, Agricultural Experiment Station, Room 1, Winslow Hall, University of Maine, Orono, ME 04469-0163.

AGRICULTURAL COMMUNICATORS IN EDUCATION SPONSOR ANNUAL CRITIQUE AND AWARDS

The Agricultural Communicators in Education (ACE) annually-sponsored Critique and Awards (C&A) Program for members is underway.

This year there are 9 categories and a total of 39 classes. One category (Computer Technology—five classes) is new. Extensive changes were made in the class descriptions within the communications technology category, and two classes under radio (instructional audio and promotional production) were dropped because few or no entries were submitted for several years.

Winning C&A entries from all categories will be displayed at the annual ACE meeting in Portland, Ore., in July, and awards presented at that time.

Entry deadline is March 27, and the entry fee is \$25. Only entries by dues-paid active or retired/life members are eligible.

For further information, contact: Donald N. Collins, ACE Coordinator, 655 15th St., N.W., #300, Washington, DC 20005. Telephone is 202-639-4050, or Dialcom E-mail AGC007.

FSIS HAS OPENING FOR DES MOINES REGIONAL PUBLIC AFFAIRS SPECIALIST

USDA's Food Safety and Inspection Service (FSIS) has an opening for a GS-1035-12 regional public affairs specialist. The public affairs specialist, one of five, reports to the chief of the agency's public awareness office in Washington, DC.

Duties include developing outreach programs to promote food safety education, media liason, contacts with consumer and industry groups, and other public affairs activities which support the regional director, such as employee communication, and drafting speeches and Congressional correspondence.

For a copy of the vacancy announcement, FSIS-M-159-89, and other forms required to apply for this position, contact the FSIS personnel office in Minneapolis at 612-370-2034.

For more information about the position, call Laura Fox, chief of the Public Awareness Office at 202-447-9351. The position closes April 17.

JOINT STATEMENT ON SAFETY OF APPLES AVAILABLE ON ELECTRONIC SYSTEMS

A joint statement about safety of apples and the chemical Alar by officials representing three federal agencies released March 16 was immediately dispatched via USDA's computerized information systems.

The statement was initially released via USDA's electronic dissemination of information (EDI) service, and immediately picked up by USDA ONLINE service on the Dialcom system. The statement was first available in the "news" section of USDA ONLINE (which is purged weekly), but will remain available in the "food" section for several months.

This is a reminder to all, once again, that USDA's Office of Information and USDA agencies are using the EDI service and USDA ONLINE to get new releases and other important information out as quickly, and efficiently, as possible using computer systems.

In addition to the joint statement being available through the two services the Office of Information's News Division sent the statement via Dialcom e-mail to USDA agency information offices. USDA's Extension Service, in turn, resent the statement via Dialcom e-mail to all land grant university Extension information offices.

The statement—by USDA Assistant Secretary John Bode, EPA acting Deputy Administrator John Moore, and FDA Commissioner Frank Young—said the federal government believes that "it is safe for Americans to eat apples, and the responsible federal agencies are working together to reassure the public of this fact."

USDA CONTINUES TO EXPAND THE LOADING OF REPORTS INTO ITS ONLINE SERVICES

USDA continues to load more reports into its two electronic services—EDI (electronic dissemination of information) Service and USDA Online. Eleven USDA agencies are loading about 500 categories of reports into EDI and about 185 into USDA Online.

The most recent agency to load is the Cooperative State Research Service (CSRS). Initially, CSRS will load information about aquaculture, small-scale farming, low-input/sustainable agriculture and critical agricultural materials.

A few of the fact sheets on small-scale farming, for example, offer specific details to help people develop a mushroom, goat, or sheep farm and market the product.

Also available from CSRS will be a monthly newsletter, speeches, a directory of CSRS specialists, and conference and meeting dates and places.

USDA's Office of Transportation (OT) has significantly increased the number of reports it's loading into EDI. OT will give announcements of press releases and upcoming events and reports of weekly OT activities. Other categories include domestic, international, and rural transportation and transport technology dealing with packaging and handling information.

USDA's Office of Information is loading two new reports. "USDA Radio Newslines" lists radio stories and actualities produced by the Radio & TV Division. "Newslines," loaded each morning by 8:30, gives the source of each story and can be useful to people wanting the latest USDA views on various subjects.

The "Farm Broadcasters Letter" loaded on Thursdays, contains story ideas and background information on agriculture. The letter describes USDA's radio and television services—such as TV satellite transmission times and the information being broadcast.

For information, contact Russell Forte at AGR205, or call 202-447-5505.

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ENTRIES FOR NATIONAL ASSOCIATION OF GOVERNMENT COMMUNICATORS AWARDS DUE MAY 15

Entries for the 1989 Blue Pencil and Gold Screen Awards are due May 15, for works completed in 1988.

Sponsored by the National Association of Government Communicators (NAGC), the Blue Pencil Awards (now in its 27th year) are presented to outstanding government publications and their producers. The Gold Screen Awards (now in its 12th year) are presented to outstanding government audiovisual productions.

Competitions are open to communicators in Federal, State, and local government, as well as private producers who have worked with government communicators.

For additional information, or copies of the entry forms, contact: NAGC, 80 S. Early Street, Alexandria, VA 22304, or telephone 703-823-4821.

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U.S. FOREST SERVICE OFFERS LIBRARY ON NATURAL RESOURCES AND ENVIRONMENT

USDA's Forest Service (FS) has available to the public a complete reference library on natural resources and environmental concerns.

Located in the University of Georgia Science library in Athens, Ga., "INFOSouth" is an information service which specializes in providing material to industry and business, consultants, all levels of government agencies, schools, other libraries, and any other groups of individuals requiring data on the environment and natural resources.

FS in the southeastern states is the most frequent user, but many of the south's major forest industries and forestry consultants are current subscribers who retrieve vital information from INFOSouth.

Information is available in four forms.

"Monthly Alert" is a newsletter which cites recent publications about natural resources and related subjects. The information in the newsletter is listed in bibliography format.

"Literature Searches" also list references in custom-prepared bibliography form on any subject relevant to the needs of clients. Those interested in a literature search can call INFOSouth, name the topic, and receive a complete listing of publications which mention that specific subject.

"Document Delivery" provides clients with a means to request copies of publications they have identified.

"Reference and Referral" services provide facts, statistics, names and addresses of publications, and an assortment of "handy and ready" information usually found in libraries.

Originally called "Southfornet" when the service began in 1980, INFOSouth is part of a nationwide

network of FS libraries and information centers which share resources to provide clients with the widest possible network of materials.

The network maintains a computerized database of forestry and natural resources publications. This database will soon be available through a dial access system for subscribers.

For further information on INFOSouth and how to use its services, call 404-546-2477, or write: INFOSouth, Science Library/Room 496, University of Georgia, Athens, GA 30602.

USDA-OI PUBLIC AFFAIRS SPECIALIST SPENDING THREE WEEKS IN CENTRAL AMERICA

George Holcomb, a public affairs specialist in the Special Programs Division of USDA's Office of Information, is spending three weeks in Central America. He's heading a small team of communications counselors, teaching teachers of literacy who are members of the Miskito, Rama, and Sumo Indian tribes.

Thousands of tribal members are in the vast eastern area of Honduras known as the Mosquitia. (He hasn't found out if it's named after mosquitos or the Miskitos but suspects the former.)

Holcomb will fly to Tegucigalpa, capital of Honduras, on a regular airline, then switch to helicopter for a two-stage trip to the Atlantic coastal side of the country.

From his tent in a pine forest, he'll be teaching in Spanish, but some of his material will be in the Miskito language.

Holcomb's linguistics and counseling experience cinched the job, paid under an AID (Agency for International Development) contract, but the lead came from his having helped the Indians with agricultural information needs in recent months.

"It's sort of like a private peace corps project," Holcomb said. "But what they need most are seeds, tools, livestock, and a place to farm." He hopes to take a number of photos during his trip for a slide presentation afterwards.

CORNELL COOPERATIVE EXTENSION RELEASES 1989 UPDATE OF PESTICIDE "REDBOOK"

The 1989 New York State Pesticide Recommendations ("Redbook") has been released for general distribution through Cornell Cooperative Extension.

According to Carol Doolittle, of Cornell University's media services staff, the reference book which was introduced in 1954, has become widely known and used by Cooperative Extension agents, commercial farmers, industry representatives, and consultants.

The book is introduced annually at the New York State Pest Management Conference.

Information included covers disease and insect control for field, forage, and cereals; stored-grain insects, florist and fruit crops, livestock and poultry, ornamentals and Christmas trees, turf, vegetables and potatoes, weed control for aquatic plants, pest control for home and public building insects, and control of vertebrate pests.

Copies are available by mail from: Cornell University Distribution Center, 7 Research Park, Ithaca, NY 14850. The per-copy price of \$22.00 includes shipping.

NATIONAL ENDOWMENT FOR THE HUMANITIES HAS OPENING FOR MAGAZINE EDITOR

The National Endowment for the Humanities (NEH) has an opening in the publications unit of its Office of Publications & Public Affairs for a GM-1001-13/14 supervisory publications specialist (assistant director for publications), Announcement No. 89-078.

The assistant director is responsible for overseeing the NEH publications program and serves as editor of HUMANITIES magazine, conceptualizing, assigning articles, editing, writing and rewriting, overseeing the design, and supervising the overall production of the bi-monthly magazine.

Other duties are planning all NEH publications, including the annual report, program information brochures, and office and divisional publications.

Qualifications include 1 year of experience at the next lower level.

For further information, contact: Susan M. Sienkiewich, NEH, 1100 Pennsylvania Avenue, N.W., Room 417, Washington, DC 20506, or telephone 202-786-0415.

Closing date is April 6.

USDA FOREST SERVICE HAS A PUBLIC AFFAIRS SPECIALIST OPENING IN MILWAUKEE

USDA's Forest Service has a GS-1035-12 public affairs specialist opening in the public affairs unit in Milwaukee, Wisconsin.

Duties include responsibility for planning, organizing, and directing regional information programs dealing with all aspects of forestry, directed toward mass media and the public. Also, duties include establishing effective, continuous liaison with press, broadcasters, and magazine editors.

Qualifications include one year of specialized experience at the next lower grade or equivalent.

For further information, contact: USDA, Forest Service, Region 9, ATTN: Personnel Management, 310 West Wisconsin Ave., Milwaukee, WI 53203. Telephone is 414-291-3693.

Closing date for Announcement No. R9-019-89G is April 13.

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CHAIRMAN OF JOINT COMMITTEE ON PRINTING ISSUES CRITERIA FOR ANNUAL REPORTS

The chairman of the Congressional Joint Committee on Printing, Sen. Wendell H. Ford, recently sent a memorandum to USDA and other Federal agencies heads to keep their annual report free of costly, "purely decorative embellishments."

Senator Ford emphasized that attractive and effective annual reports can be produced using single ink colors, offset book text stock, and vellum cover stock.

A copy of Ford's memorandum, which contains the printing criteria for an acceptable annual report, was sent to each USDA agency information and printing officer.

For further information, contact: Frank Samay, Deputy Chief, Publishing Division, Office of Information, Room 542-A, USDA, Washington, DC 20250, or call 202-382-9434.

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PUBLIC AFFAIRS SPECIALIST NEEDED IN USDA-OI'S RADIO & TELEVISION DIVISION

The Radio & Television Division of USDA's Office of Information has an opening for a GS/GM-1035-12/13/14 public affairs specialist (Announcement No. OGPA-89-10A).

Duties include participating in the centralized national radio broadcast services for USDA, and assisting in planning, developing, coordinating and communicating radio broadcast materials about the programs, policies and activities of USDA and its agencies.

Requirements include one year of specialized experience in or directly related to the position which has equipped the applicant with the particular knowledge, skills, and abilities to successfully perform the duties of this position.

For further information, contact: Laura Farrior, USDA, Office of Personnel, Room 27-W, Washington, DC 20250. Telephone is 202-447-5833.

Closing date for the "all sources" wide announcement is April 19.

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ACE-OI ANNUAL SPRING WORKSHOP TO BE HELD IN WASHINGTON, D.C., MAY 18-19

The annual Agricultural Communicators in Education-Office of Information (ACE-OI) Spring conference will be held May 18-19 at the Washington Plaza Hotel in Washington, D.C.

This is the 12th year that USDA's Office of Information has co-sponsored the annual workshop with ACE, beginning when a need was seen for a specialized opportunity for training and professional improvement.

Conference co-chairs are: Ed Poe, chief of OI's Publishing Division; Geraldine Schumacher, USDA's Foreign Agricultural Service; and Linda Boling, USDA's Food & Nutrition Service.

The 1-1/2 day workshop will bring together Federal communicators, new Bush administration officials, public relations practitioners, foreign embassy representatives, and training opportunities.

Secretary of Agriculture Clayton Yeutter has been invited to be the luncheon speaker.

Following the conference will be optional tours of the Soviet Embassy or the National Arboretum.

For further information or registration forms, contact: Denver Browning, ACE-D.C. Region President, USDA-OI, Room 536-A, Washington, DC 20250, or telephone 202-447-2058. Dialcom E-mail is AGR209.

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USDA'S SOIL CONSERVATION SERVICE NEEDS SUPERVISORY PUBLIC AFFAIRS SPECIALIST

The Public Information Division of USDA's Soil Conservation Service has an opening for a GM-1035-13 supervisory public affairs specialist for its Media & Educational Services Branch (Announcement No. SCS-89-198).

Duties include production of fact sheets, magazine articles, photo stories, and other materials for nationwide distribution to newspapers, wire services, magazines, and radio and television broadcast stations/networks.

Other duties are development, production, and distribution of the national monthly periodical SOIL AND WATER CONSERVATION NEWS.

Applicants must meet the basic eligibility requirements for the GS-1035 series.

For further information, contact: Chief, Employment Branch, USDA, SCS, P.O. Box 2890, Room 6218-S, Washington, DC 20013. Telephone is 202-447-2631.

Closing date is April 28.

CALENDAR OF UPCOMING COMMUNICATION EVENTS AND TRAINING OPPORTUNITIES

April 2-5:

PUBLIC RELATIONS SOCIETY SPRING CONFERENCE ON MANAGING CHANGE

Saddle Brook Resort, Wesley Chapel, Florida

Contact: Keith Hughes, PRSA, 212-887-8667

April 14-15:

WESTERN REGION NATIONAL ASSOCIATION OF FARM BROADCASTERS ANNUAL MEETING

Sacramento, California

Contact: Walt Shaw, KRAK, Sacramento, CA, 916-923-9200

April 16-18:

MIDWEST REGION AG COMMUNICATORS IN EDUCATION (ACE) ANNUAL WORKSHOP

Ohio State University, Columbus, Ohio

Contact: Bob Furbee, Ohio Ag Research Center, 216-263-3777

April 17-20:

NATIONAL COMPUTER GRAPHICS CONFERENCE

Philadelphia Civic Center, Philadelphia, Pennsylvania

Contact: NCGA, 703-698-9600 or 1-800-225-NCGA

April 20-22:

WOMEN IN COMMUNICATIONS 1989 REGIONAL PROFESSIONAL CONFERENCE

Jumer's Chateau, Bloomington, Illinois

Contact: WICI, P.O. Box 1105, Bloomington, IL 61702-1105

May 5-7:

NORTHEAST REGION NATIONAL ASSOCIATION OF FARM BROADCASTERS ANNUAL MEETING

Ann Arbor, Michigan

Contact: Bob Driscoll, WPZA, Milan, MI, 313-439-1522

May 7-12:

AGRICULTURAL EDITORS PHOTO SCHOOL (American Ag Editors Assoc. & MO Univ.)

University of Missouri, Columbia, Missouri

Contact: Duane Dailey, Univ. of Missouri, 314-882-3296

May 9-11:

10th ANNUAL NATIONAL ONLINE MEETING

Sheraton Centre Hotel, New York, New York

Contact: Learned Information Inc., 609-654-6266

May 18-19:

D.C. REGION AG COMMUNICATORS IN EDUCATION (ACE) ANNUAL WORKSHOP

Washington Plaza Hotel, Washington, DC

Contact: Denver Browning, 202-447-2058

May 20-24:

EXTENSION TECHNOLOGY CONFERENCE

Minneapolis, Minnesota

Contact: Pat Kovel-Jarboe, 612-624-3616

June 1-4:

NORTHEAST REGION AG COMMUNICATORS IN EDUCATION (ACE) ANNUAL WORKSHOP

Sonesta Hotel, Portland, Maine

Contact: Doris Crowley, Univ. of Delaware, 302-451-1125

June 4-6:

ANNUAL "AG IN THE CLASSROOM" CONFERENCE & WORKSHOPS

USDA, Washington, DC

Contact: Shirley Traxler, USDA, 202-447-5727

June 4-7:

INTERNATIONAL ASSOCIATION OF BUSINESS COMMUNICATORS ANNUAL CONFERENCE

New Orleans, Louisiana

Contact: George LaBar, 16 California St., #205, San Francisco, CA 94111

June 6-9:

37TH ANNUAL TECHNICAL WRITERS' INSTITUTE

Rensselaer Polytechnic Institute, Troy, New York

Contact: Office of Continuing Education, RPI, 518-276-8351

June 29 - July 1:

NORTH CENTRAL REGION NATIONAL ASSOCIATION OF FARM BROADCASTERS MEETING

Sioux City, Iowa

Contact: Randy Rasmussen, KMNS, Sioux City, IA, 712-258-0628
